Li Chen

Samuel Curtis Johnson Graduate School of Management
Cornell SC Johnson College of Business
Cornell University
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PROFESSIONAL EXPERIENCE

Academic Positions

Cornell SC Johnson College of Business, Cornell University

Emerson Professor of Manufacturing Management (Permanent Chair) 11/2023 – Present Area Chair for Operations, Technology, and Information Management Area 07/2022 – Present Interim Director of Graduate Studies in Management (Johnson School) 07/2022 – 12/2022 Professor (Johnson School) 07/2021 – Present

Breazzano Family Term Professor of Management (Johnson School) 07/2019 – 06/2024 Associate Professor (Johnson School) 07/2015 – 06/2021

Faculty Fellow, Cornell Center for Data Science for Enterprise and Society, 09/2025 – Present Faculty Fellow, FinTech at Cornell 01/2022 – Present Faculty Fellow, Cornell Institute of Healthy Futures 04/2016 – Present

The Fuqua School of Business, Duke University

Associate Professor 07/2012 – 06/2015 Assistant Professor 07/2008 – 06/2012

Haas School of Business, University of California
Visiting Scholar 11/2018 – 12/2018
Operations Research, Cornell Tech
Visiting Scholar 09/2018 – 11/2018
Graduate School of Business, Stanford University
Visiting Scholar 05/2015 – 08/2015

Industry Positions

TrueDemand Software, Los Gatos, CA
Cofounder and Lead Scientist 09/2004 – 03/2008

Walmart.com, Brisbane, CA
Supply Chain Consultant 06/2004 – 09/2004

IBM Almaden Research Center, San Jose, CA
Research Intern 09/2003 – 12/2003

IBM Watson Research Center, Yorktown Heights, NY
Research Intern 06/2003 – 09/2003

Rockwell Semiconductor (Conexant) Systems, Newport Beach, CA
Systems Engineer 04/1998 – 08/1999

EDUCATION

Ph.D. Management Science and Engineering, Stanford University, June 2005 M.S. Electrical Engineering, University of California, Santa Barbara, December 1996 B.S. Engineering, Shanghai Jiao Tong University, July 1993

AWARDS AND HONORS

Cornell-Tsinghua Finance MBA Best Teaching Award 2022, 2023

Cornell Johnson School Faculty Research Award 2022

Cornell Johnson School Clifford H. Whitcomb Faculty Fellow 2016

Cornell Johnson School Teaching Honor Roll 2015-16, 2016-17, 2022-24

Meritorious Service Award, Management Science 2013

Meritorious Service Award, Manufacturing & Service Operations Management 2010, 2015, 2017

CSAMSE Best Paper Competition, Third Place 2009, Second Place 2014, Third Place 2016

Honorable Mention Award, M&SOM Student Paper Competition 2003

Stanford School of Engineering Fellowship 1999

JOURNAL PUBLICATIONS

- 1. Chen, L., Y. Cui, J. Liu, X. Liu. 2025. Bonus competition in the gig economy. *Production and Operations Management*. Accepted.
- Chen, L., H.L. Lee, S. Yao. 2025. Ultra-fresh fashion: Creating demand with freshness and agility.
 Management Science. Forthcoming.
 - Research featured in Cornell Chronicle, August 21, 2025:
 https://news.cornell.edu/stories/2025/08/ultra-fresh-fashion-reshapes-industry-cost-environment
- 3. Chen, L., S. Mankad. 2025. A structural topic and sentiment-discourse model for text analysis. *Management Science*. 71(7) 5767-5787.
 - An R package named STS based on the paper is publicly available at the CRAN website: https://cran.r-project.org/web/packages/sts/index.html
 - Vignette for the R package: "Unpacking sts: An R package for structural topic and sentiment-discourse models."
- 4. Liu, X., L. Luo, L. Chen, T. Choi. 2025. A punctuated equilibrium model of supply chain recovery and resilience: After a complete shutdown. *Journal of Supply Chain Management*. 61(2) 106-123.
- 5. Chen, L., H.L. Lee, S. Yao. 2024. Ultra-fresh strategies with ultra-agile supply chains. *Management and Business Review*. 4(3&4) 41-47.
- 6. Yan, X., L. Chen, X. Ding. 2024. Optimal cash management with payables finance. *Operations Research*. 72(5) 1806-1826.
- 7. Chen, L., A.M. Davis, D. Kim. 2024. Predicting mean and variance in inventory order decisions. *Decision Sciences*. 55(4) 346-362.
- 8. Chen, L., H.L. Lee, C.S. Tang. 2022. Supply chain fairness. *Production and Operations Management*. 31(12) 4304-4318.
- 9. Bae, J., L. Chen, S. Yao. 2022. Service capacity and price promotion wars. *Management Science*. 68(12) 8557-8772.
- 10. Chen, L., Y. Papanastasiou. 2021. Seeding the herd: Pricing and welfare effects of social learning manipulation. *Management Science*. 67(11) 6734-6750.
- 11. Chen, L., S.-H. Kim, H.L. Lee. 2021. Vehicle maintenance contracting in developing economies: The role of social enterprise. *Manufacturing & Service Operations Management*. 23(6) 1651-1668.

- 12. Chen, L., Y. Cui, H.L. Lee. 2021. Retailing with 3D Printing. *Production and Operations Management*. 30(7) 1986-2007.
- 13. Chen, L. 2021. Fixing phantom stockouts: Optimal data-driven shelf inspection policies. *Production and Operations Management*. 30(3) 689-702.
- 14. Chen, L., S. Yao, K. Zhu. 2020. Responsible sourcing under supplier-auditor collusion. *Manufacturing* & *Service Operations Management*. 22(6) 1234-1250.
- 15. Chen, L., C. Wu. 2019. Open-loop policies in Bayesian dynamic pricing: Some counter-intuitive observations and insights. *Operations Research Letters*. 47(5) 331-338.
- 16. Chen, L., H.L. Lee. 2017. Sourcing under supplier responsibility risk: The effects of certification, audit, and contingency payment. *Management Science*. 63(9) 2795-2812.
- 17. Chen, L., J-S. Song, Y. Zhang. 2017. Serial inventory systems with Markov-modulated demand: Derivative bounds, asymptotic analysis, and insights. *Operations Research*. 65(5) 1231-1249.
 - An earlier version won the third place in the best paper competition at CSAMSE 2016.
- 18. Chen, L., A.J. Mersereau, Z. Wang. 2017. Optimal merchandise testing with limited inventory. *Operations Research*. 65(4) 968-991.
- 19. Chen, L., B. Hu. 2017. Is reshoring better than offshoring? The effect of offshore supply dependence. *Manufacturing & Service Operations Management*. 19(2) 166-184.
 - Featured article of the journal issue.
 - Editor's picks in INFORMS ICYMI newsletter July 2017.
- 20. Chen, L., S. Yucel, K. Zhu. 2017. Inventory management in a closed-loop supply chain with advance demand information. *Operations Research Letters*. 45(2) 175-180.
- 21. Chen, L., W. Luo, K. Shang. 2017. Measuring the bullwhip effect: Discrepancy and alignment between information and material flows. *Manufacturing & Service Operations Management*. 19(1) 36-51.
 - An earlier version won the second place in the best paper competition at CSAMSE 2014.
- 22. Chen, L., G. Kok, J. Tong. 2013. The effect of payment schemes on inventory decisions: The role of mental accounting. *Management Science*. 59(2) 436-451.
- 23. Chen, L., H.L. Lee. 2012. Bullwhip effect measurement and its implications. *Operations Research*. 60(4) 771-784.
 - An earlier version won the third place in the best paper competition at OCSAMSE 2009.
- 24. Chen, L. 2010. Bounds and heuristics for optimal Bayesian inventory control with unobserved lost sales. *Operations Research*. 58(2) 396-413.
- 25. Chen, L., H.L. Lee. 2009. Information sharing and order variability control under a generalized demand model. *Management Science*. 55(5) 781-797.
- 26. Chen, L., E. Plambeck. 2008. Dynamic inventory management with learning about the demand distribution and substitution probability. *Manufacturing & Service Operations Management*. 10(2) 236-256.
 - An earlier version won honorable mention in M&SOM student paper competition 2003.

BOOK CHAPTERS

- 27. Chen, L., R. Zhu. 2025. Data-driven dynamic pricing in operations management. *Handbook of Pricing Research in Marketing, Second Edition*. Ed. V. Rao and K. Sudhir. Edward Elgar Publishing, Cheltenham. Under review.
- 28. Chen, L., H.L. Lee, S. Yao. 2024. Ultra-fresh fashion and sustainability. *Responsible and Sustainable Operations: The New Frontier.* Ed. Chris S. Tang. Springer, New York.
- 29. Chen, L., H.L. Lee, C.S. Tang. 2022. Fair price, fair trade, and fair pay in supply chains. *Creating Values with Operations and Analytics*. Ed. H. Lee, R. Ernst, A. Huchzermeier, and S. Cui. Springer, New York.
- 30. Chen, L., H.L. Lee. 2021. Supply chain compliance. *Cambridge Handbook of Compliance*. Ed. D. Daniel Sokol and Benjamin van Rooij. Cambridge University Press, Cambridge.
- 31. Chen, L., Y. Cui, H.L. Lee. 2019. On-demand customization and channel strategies. *Channel Strategies and Marketing Mix in a Connected World*. Ed. Saibal Ray and Shuya Yin. Springer, New York.
- 32. Chen, L., H.L. Lee. 2017. Modeling and measuring the bullwhip effect. *Handbook of Information Exchange in Supply Chain Management*. Ed. Albert Y. Ha and Chris S. Tang. Springer, New York.
 - Lead chapter of the book.
- 33. Chen, L., A.J. Mersereau. 2015. Analytics for operational visibility in the retail store: The cases of censored demand and inventory record inaccuracy. *Retail Supply Chain Management: Quantitative Models and Empirical Studies*. 2nd edition. Ed. Narendar Agrawal and Stephen A. Smith. Springer, New York.

WORKING PAPERS

- 1. Chen, L., H.L. Lee, S. Yao. 2025. Tariffs and supply chain diversification under scale economies. In preparation for submission to *Production and Operations Management*.
- 2. Chen, L., Z. Lian, S. Yao. 2025. Consumer status signaling, wealth inequality and nondeceptive counterfeits. In preparation for submission to *Production and Operations Management*.
- 3. Chen, L., T. Dotzel, N. Yang. 2025. Repeated customer interactions in service encounter cascades. In preparation for submission to *Production and Operations Management*.
 - An earlier version won the Best in Track Paper for the Perspectives from the Front Line track at the AMA Summer Academic Conference 2025.
- 4. Chen, L., J. Wang, X. Yan. 2025. Birdbnb: Data-driven auction design for migrating bird habitat Rentals. In preparation for submission to *Management Science*.
- 5. Chen, L., X. Chen, M. Qi. 2025. Data-driven contextual pricing with semi-parametric models. In preparation for submission to *Management Science*.
- 6. Chen, L., J. Li, J. Wang. 2025. A variational inference method for Bayesian dynamic control. In preparation for submission to *Management Science*.
- 7. Chen, L., D. Ge, J. Liu, R. Zhu. 2025. LLM-based choice prediction: A generalized direct preference optimization method. In preparation for submission to *Management Science*.
- 8. Chen, L., J. Li, C. Wu. 2025. Bayesian dynamic pricing with unknown customer willingness-to-pay and limited inventory. In preparation for submission.

OTHER PUBLICATIONS

- 1. Ramachandran, B., L. Chen. 2012. Method for managing and controlling stability in business activity monitoring and management systems. *US Patent* 8126762.
- 2. Chen, L., E. and Plambeck. 2004. Dynamic Bayesian quantity control when some customers will accept a substitute. *Manufacturing & Service Operations Management*. 6(1) 103-106.
 - Extended abstract for finalist in M&SOM student paper competition 2003.
- 3. Chen, L., K.T. Chu. 2003. Method and apparatus for quick startup in a half-duplex modem system. *US Patent* 6560321.
- 4. Chen, L., F. Aminian, K.T. Chu. 2002. System and method of validating equalizer training. *US Patent* 6445734.
- 5. Chen, L., R. Smith., G. Dullerud. 1998. A linear perturbation model for a nonlinear system linearized at an equilibrium neighborhood. *Proceedings of 37th IEEE Conference on Decision and Control*.
- 6. Chen, L., R. Smith. 1998. Closed-loop model validation: An application to an unstable experimental system. *Proceedings of American Control Conference, June 1998*.
- 7. Chen, L., R. Smith. 1997. Closed-loop model validation for an inverted pendulum experiment via a linear matrix inequality approach. *Proceedings of 36th IEEE Conference on Decision and Control*.

TEACHING CASES

- 1. AB InBev 2020. Cornell Johnson case.
- 2. Cocaine Supply Chain: Interdiction and Destabilization Strategies 2012. Duke Fugua case.
- 3. Kaibo Engineering Group Corporation: Project Procurement in Libya 2010. Duke Fuqua case.

COURSES TAUGHT

Managing Operations (FMBA core course)

Supply Chain Analytics (MSBA half-semester elective)

Supply Chain Analytics (MBA half-semester elective)

Supply Chain Strategy (MBA half-semester elective)

Strategic Operations Immersion Practicum (MBA full-semester immersion)

Supply Chain Strategy (EMBA elective)

Supply Chain Management (MBA full-semester elective)

Managerial Spreadsheet Modeling (MBA half-semester elective)

Operations Management (MPS half-semester elective)

Foundations of OM I: Demand Forecasting and Inventory Theory (PhD course)

Data Analytics in OM (PhD course)

DISSERTATION COMMITTEES

<u>Committee Chair</u>

Current	Xiangyin Chen (Cornell, PhD)
2024	Xiaoyue Yan (Cornell, PhD), Lundquist College of Business, University of Oregon
	Best Doctoral Dissertation Award at the Supply Chain Analytics Institute, June 2024
2022	Zhen Lian (Cornell, PhD), Yale School of Management, Yale University
2020	Junhyun Bae (Cornell, PhD), The College at Brockport, SUNY; Oakland University
	Shivank Goel (Cornell, MS), Amazon, Seattle, WA
2019	Chengyu Wu (Duke, PhD), T-Mobile, Seattle, WA

Committee Member 2025 Rakesh Allu (Cornell, PhD) 2024 Yuan Cheng (Cornell, PhD) Anugna Gondi (Cornell, PhD) Wee Kiat Lee (Cornell, PhD) 2023 2022 Rihuan Huang (Cornell, PhD) 2020 Cong Ding (Cornell, PhD) 2015 Zhe Wang (UNC Chapel Hill, PhD) 2013 Saed Alizamir (Duke, PhD) Yang Li (Duke, PhD) Wei Luo (Duke, PhD) 2012 Jordan Tong (Duke, PhD)

Suri Gurumurthi (Duke, PhD)

SCHOOL COMMITTEE SERVICES

2011

2022-	Cornell SC Johnson College of Business Academic Planning Council
2025-	Cornell ORIE School Faculty Mentor (External)
2024-25	Cornell Johnson School Faculty Policy Committee (Chair)
2023-24	Cornell Johnson School Faculty Policy Committee
2021-23	Cornell Johnson School MSBA Program Committee
2019-22	Cornell Johnson School PhD Committee, OTIM Coordinator
2021-22	Cornell Johnson School SBE Faculty Search Committee
	Cornell Johnson School OTIM Faculty Search Committee
2020-21	Cornell Johnson School OTIM Faculty Search Committee (Chair)
	Cornell Hotel School Faculty Reappointment Review Committee (x2)
2018-19	Cornell Johnson School Faculty Reappointment Review Committee (Chair)
2017-18	Cornell Hotel School Faculty Reappointment Review Committee
	Cornell Johnson School Accounting Faculty Search Committee
	Cornell Tech Marketing Faculty Search Committee
2016-17	Cornell Tech Marketing Faculty Search Committee
2013-15	Duke Fuqua School Faculty Student Engagement Committee

JOURNAL EDITORIAL SERVICES

Production and Operations Management:

Department Editor (2024 – Present)

Senior Editor (2019 – 2024)

Guest Senior Editor (2017 – 2019)

Management Science:

Associate Editor (2025 - Present)

Guest Associate Editor (2020-2022)

Foundations and Trends in Technology, Information and Operations Management:

Associate Editor (2023 – Present)

Service Science:

Associate Editor (2019 – 2023)

Manufacturing & Service Operations Management:

Guest Department Editor (2018 – 2020)

Associate Editor (2018 – 2021)

Operations Research:

Guest Associate Editor (2010)

ACADEMIC FIELD SERVICES

Co-Chair, Supply Chain Thought Leaders Roundtable, Cornell and University at Buffalo 2025

Co-Chair, Cornell SC Johnson College of Business OTIM Symposium 2024

Member, M&SOM Responsible Research Award Committee 2023

Organizing Committee and Moderator, Online Doctoral Workshop on Supply Chain Analytics 2022

Co-Chair, M&SOM Society Student Paper Competition 2010

Session Chair, INFORMS Annual Conference 2011-2014, 2017, 2019, 2023-2025

Session Chair, International Workshop on MSOR, Hefei, China 2013

Session Chair, OCSAMSE Annual Conference, Beijing, China 2010

Session Chair, POMS Annual Conference, Vancouver, Canada 2010

Invited Judge, M&SOM Society Student Paper Competition 2011-2014, 2017

Invited Judge, POM Supply Chain College Student Paper Competition 2016-2018

Invited Judge, CSAMSE Conference Best Paper Competition 2012, 2017

Invited Reviewer, M&SOM Conference 2012-2014, 2018

INVITED SEMINAR TALKS

2026	Texas A&M University, Mays Business School (scheduled)
	University of Colorado Boulder, Leeds School of Business (scheduled)
2025	University of Notre Dame, Mendoza College of Business
2024	University of Texas, Dallas, Jindal School of Management
	George Mason University, Costello College of Business
	Georgetown University, McDonough School of Business
	Shanghai Jiao Tong University, China, Antai College of Economics and Management
	Xi'an Jiaotong-Liverpool University, China, International Business School Suzhou
	China Europe International Business School, China
	Tsinghua University, China, School of Economics and Management
	University of Miami, Miami Herbert Business School
	Harvard University, Harvard Business School
	Dow Chemical Innovation Center, Lake Jackson, Texas
2023	University of Toronto, Canada, Rotman School of Management
	Queen's University, Canada, Smith School of Business
	University of California Berkeley, Haas School of Business
2022	University of California San Diego, Rady School of Management
2021	China Europe International Business School, China
	Chinese University of Hong Kong, CUHK Business School
2019	Wuhan University, China, School of Economics and Management
	Boston College, Carroll School of Management
	University of Florida, Levin College of Law
2017	University of California, Riverside, School of Business Administration
	Pennsylvania State University, Smeal College of Business
	University of British Columbia, Canada, Sauder School of Business
2016	North Carolina State University, Operations Research
2015	University of Texas, Dallas, Jindal School of Management

Cornell University, Johnson Graduate School of Management University of California, Irvine, Merage School of Business The Chinese University of Hong Kong, CUHK Business School National University of Singapore, NUS Business School The University of Hong Kong, School of Business 2014 University of Wisconsin-Madison, Wisconsin School of Business McGill University, Canada, Desautels Faculty of Management 2013 New York University, Stern School of Business The University of Texas, Austin, McCombs School of Business Columbia University, Columbia Business School Northwestern University, Kellogg School of Management University of Chicago, Booth School of Business University of Science and Technology in China, School of Management University of Washington, Foster School of Business 2012 University of Southern California, Marshall School of Business National University of Singapore, NUS Business School Cornell University, Johnson Graduate School of Management Washington University in St. Louis, Olin Business School 2011 Stanford University, Department of Management Science and Engineering Stanford University, Graduate School of Business 2010 Shanghai Jiao Tong University, China, Antai School of Management University of Michigan, Ross School of Business University of North Carolina, Department of Statistics and Operations Research 2009 Tsinghua University, China, School of Economics and Management Peking University, China, Guanghua School of Management 2008 Nanjing University, China, Department of Management Sciences and Engineering Hohai University, China, School of Business Chinese University of Hong Kong, Department of Systems Engineering Duke University, Fugua School of Business Dartmouth College, Tuck School of Business University of Pennsylvania, The Wharton School Washington University in St. Louis, Olin Business School 2006 New York University, Stern School of Business 2004 Purdue University, School of Industrial Engineering

WORKSHOP AND CONFERENCE PRESENTATIONS

Colorado Winter Operations Workshop 2025 (Scheduled)

New York Ontario Operations Workshop, University at Buffalo 2025

Cornell University and University at Buffalo, Supply Chain Thought Leaders Roundtable 2025

Syracuse University, Whitman School of Management, Salzberg Academic Day 2024

University of Sao Paulo, Brazil, Supply Chain Thought Leaders Roundtable 2024

University of Michigan, Michigan Workshop on Unstructured Data and Language Models 2024

University of Illinois at Urbana-Champaign, Gies Supply Chain Management Conference 2024

Cornell Hospitality Research Summit 2023

SUNY at Buffalo, Asia Research Institute Roundtable 2023

Stanford GSB OIT and Environmental Sustainability Conference 2023

Supply Chain Finance and Risk Management Workshop, Washington University 2017

UNC Kenan-Flagler Junior Faculty Symposium 2013
Duke-UNC Operations Management Workshop 2012

INFORMS Annual Conference 2003, 2005, 2007, 2009, 2011-2015, 2017, 2020-2021, 2024-2025 M&SOM Annual Conference 2009, 2012-2014, 2017-2018 POMS Annual Conference 2010, 2014, 2021 INFORMS International Conference 2016, 2018 OCSAMSE Annual Conference 2008-2010 IEEE Conference on Decision and Control 1997-1998

MEDIA INTERVIEWS AND QUOTES

- 1. **The Wire China**. September 14, 2025. Temu and Shein beat the trade war odds. https://www.thewirechina.com/2025/09/14/temu-and-shein-beat-the-trade-war-odds/
- 2. **South China Morning Post**. August 29, 2025. Chinese firms adapt as Trump ends US de minimis exemptions for rest of world. https://www.scmp.com/economy/china-economy/article/3323599/chinese-firms-adapt-trump-ends-us-de-minimis-exemptions-rest-world
- 3. **The Guardian**. August 29, 2025. Does Trump's tariff on small packages mean no more cheap online shopping? https://www.theguardian.com/us-news/2025/aug/29/trump-tariffs-exemption-small-packages
- 4. **Fortune**. August 29, 2025. Trump's EV tax credit cuts are fueling a U.S. battery surplus that could lead to factory cancellations, 'a poison pill for U.S. manufacturing hopes'. https://fortune.com/2025/08/29/trump-ev-tax-credit-cuts-battery-surplus-us-manufacturing/
- AFP News. August 28, 2025. US ends tariff exemption for small packages shipped globally. https://www.barrons.com/news/small-parcels-in-limbo-as-trump-moves-to-end-us-tariff-exemption-4f4ae693
- 6. **Marketplace Programs**. August 27, 2025. Here's what the loss of 'de minimis' means for retailers... and your online shopping habit. https://www.marketplace.org/story/2025/08/27/what-the-loss-of-the-de-minimis-exemption-means-for-you
- 7. **Cornell Chronicle**. August 21, 2025. 'Ultra-fresh' fashion reshapes the industry, with a cost to the environment. https://news.cornell.edu/stories/2025/08/ultra-fresh-fashion-reshapes-industry-cost-environment